

Summary Slide

- λ NIST Public Forum
Voluntary Metric
Net Contents Workshop

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Voluntary Metric Net Contents Workshop

Christopher B. Guay

Senior Manager, Regulatory Affairs, External
Relations

Procter & Gamble

Cincinnati, Ohio USA

A Little About Procter & Gamble

- ♣ Headquarters in Cincinnati, Ohio USA
- ♣ Maker of Consumer Products
- ♣ Market Products in 160+ Countries
- ♣ Local Operations Throughout the World

P&G Viewpoint

The Procter & Gamble Company

- ⊗ **supports** use of a single measurement system worldwide.
- ⊗ **supports** the initiative to allow **voluntary** metric only labeling for US product net contents

“There are only two Countries in
the World that are not Metric....

The US and Yemen”

Dr. Lester M. Crawford

Deputy Commissioner

FDA

October 2, 2002

Basis for P&G Positions

- λ The US consumer market is changing
- λ Change is occurring faster than anticipated and it is accelerating
- λ We need to be able to change with that market

What is Changing in the US?

- λ Demographics/Language
- λ Manufacturing and Distribution Practices
- λ Competitiveness

Demographics/Language

Hispanics are 13% of the US population
(approaching 40,000, 000)

Hispanic growth rate in US is 31% (compared to
average US rate of 9%)

We know Hispanic consumers have difficulty
making product choices due to language.

How Do We Respond?

- λ Bilingual (English and Spanish) Labels in US
- λ Consumer products with required labeling in a second language are required to put all required labeling into both languages.
- λ Includes net contents (dual system, dual language)

Manufacturing/Distribution

- λ Retail industry is consolidating (fewer, bigger players)
- λ Focus is on production efficiency
- λ Manufacturers are pressed to drive out unnecessary costs.

How Do We Respond?

- λ Fewer manufacturing sites
- λ Market same product/label in multiple countries (US/Canada, NAFTA)
- λ Trilingual Packages: Inch-Pound net content declaration translations consume larger amounts of space as the number of languages increase

Competitiveness

- λ Club Stores = limited number of products
- λ Store Brands = growing share
- λ Global Marketplace = more competitors

How Do We Respond?

- λ Provide the best value to consumers
- λ Provide the best value to retailers
- λ Provide the information consumers want and need in the most efficient way
- λ Ensure products meet local requirements

Issues with Current FPLA

- λ Requires Redundancy
- λ Exponentially increases net content size
- λ Creates label “clutter”
 - minimal incremental consumer value
 - harder for consumer to find info they want
- λ Creates legal/regulatory obstacles/barriers to multinational marketing
- λ Unclear Objective – Why is it so?

Net Content Statement Examples

600 mL (1.25 PT)

Net Content Statement Examples

600 mL (20 FL OZ)

Net Content Statement Examples

600 mL (1.25 PT)
20 FL OZ



Crisco
Pure Vegetable Oil



48 FL OZ (1.5 QT) 1.41L

So What Is So Complicated
About Net Content
Statements?

Currently Marketed in US and Canada



Quilted Napkins
Serviettes gaufrées
Servilletas Acolchonadas

100

1-PLY NAPKINS/SERVIETTES 1 ÉPAISSEUR/SERVILLETAS DE 1 H

• EACH/CHAQUE SERVIETTE/CADA UNA 936.7 cm² • 30.7 cm X 30.4 cm • 145.2 IN²/PO/PLG² • 12.1 IN/PO/PLG X 12 IN/PO/PLG

Net Content Statement

100 1-PLY NAPKINS/SERVIETTES 1
ÉPAISSEUR/SERVILLETAS DE HOJA
•EACH/CHAQUE SERVIETTE/CADA
UNA 936.7 cm² • 30.7cm X 30.4 cm • 145.2
IN²/PO²/PLG² • 12.1 IN/PO/PLG X 12
IN/PO/PLG

Intended for US and Canada in 1999





**Big Rolls • Rouleaux géants
Rollos Grandes**

PAPER TOWELS • 2 ROLLS • 14.9m² (161.3 SQ. FT.) • 96 TWO-PLY SHEETS PER ROLL • 27.9 cm x 27.9 cm (11" x 11")

ESUJE TOUT • 2 ROULEAUX • 14,9m² (161,3 P. M²) • 96 FEUILLES DEUX ÉPAISSEURS PAR ROULEAU • 27,9 cm x 27,9 cm (11" x 11")

CONTENIDO: 2 ROLLOS DE TOALLAS DE PAPEL CON 96 HOJAS DOBLES POR ROLLO • 27,9 cm x 27,9 cm (11 PULGADAS x 11 PULGADAS)

Net Content Statement

2 Rolls • 14.9 m² (161.3 SQ FT) • 96 TWO-PLY SHEETS PER ROLL • 27.9 cm X 27.9 cm (11 IN X 11 IN)

ESSUIE-TOUT 2 ROULEAUX • 14,9 m² (161,3 PI²) • 96 FEUILLES DEUX ÉPAISSEURS PAR ROULEAU • 27,9 cm X 27,9 cm (11 PO X 11 PO)

CONTENDINO: 2 ROLLOS DE TOALLAS DE PAPEL CON 96 HOJAS DOBLES POR ROLLO • 27.9 cm X 27.9 cm (11 PULGADAS X 11 PULGADAS)

Currently Marketed in US and Canada





Holiday Prints
Motifs des fêtes • Navideñas

PAPER TOWELS/ESSUIE-TOUT/TOALLAS DE PAPEL

FEUILLES DEUX ÉPAISSEURS PAR ROULEAU/HOJAS DOBLES POR ROLLO

14.9 m (161.3 SQ FT/PAPER)
2 ROLLS/ROULEAUX/ROLLS • 96 TWO-PLY SHEETS

27.9 cm X 27.9 cm (11 IN/PO/PLG X 11 IN)

Net Content Statement

14.9 m² (161.3 SQ FT/PI²/PIES CUADRADOS) • 2
ROLLS/ROULEAUX/ROLLOS • 96 TWO-PLY
SHEETS PER ROLL/FEUILLES DEUX
ÉPAISSEURS PAR ROULEAU/HOJAS
DOBLES POR ROLLO • 27.9 cm X 27.9 cm (11
IN/PO/PLG X 11 IN/PO/PLG)

Currently Marketed in US and Canada



Semisolid Product

US

By Weight

Canada

By Volume

CITRUS
PARFUM BRISÉ

45 OZ (2.81 LB) 1.27 kg

1.0 L 1.06 US QT/PTE É.-U.

40092980

DÉT

**Current FPLA is not a Long-
Term Solution**

We encourage and support
the next logical and practical
step---

Allow market forces to
determine when to use metric
on a product -by-product
basis.

How Would Voluntary Metric Be Implemented?

- λ Expect little change immediately.
- λ Market is very competitive—we cannot afford to alienate our consumers!!!!
- λ The retail market is also very competitive---we cannot afford to alienate our retail customers!!
- λ Consumer education and consumer research will be key drivers of the pace.

How Would Voluntary Metric Be Implemented? (cont.)

- λ Metric likely to be product-by-product initially
 - New product introductions
 - Products of non-US heritage
 - Products with supporting consumer research
- λ Allows interested companies to plan for change and invest in making orderly transition.

What size is this bottle?





What size is this bottle?

2 liters

2.1 quarts

67.6 fluid ounces

How many consumers go
looking for a 67.6 fluid
ounce bottle on the shelf?

In Conclusion

- λ P&G supports amending FPLA to allow net contents to be declared either in metric units only or in both inch-pound and metric units.

Thank You for Your Time

Have a Great Day!